



Guide to Completing AEIF Proposal Form

The International Exchange Alumni team receives hundreds of proposals for AEIF. Providing detailed information about your project will make your proposal stand out! We want to know what your project is about, why it is important or needed in your community, who is involved, and the steps your team will take to implement the project.

About your project

Project Title:

Create a short title that clearly describes your project. Remember, many people will be looking at your proposal and a good title will catch their attention. A descriptive title will also help you promote your project.

Primary location:

Where will the project take place?

From the drop down menu, select the primary country location that will benefit from the project or where most of the activities will take place. You are required to indicate the city/town(s) and the province/state(s) where you will implement the activities. If the project is taking place in multiple cities, states, or provinces within the same country, please enter all locations separated by a comma. You can add additional countries by selecting “Yes” to the question on the online form, “Are there additional locations where your project will take place?”

Note: While alumni from the United States may participate as team members in AEIF projects, projects may not be implemented within the United States.

Which theme does your project address?

Select one of the themes below that best supports your project idea.

Fostering Economic Prosperity

Projects promote or develop best practices in business and entrepreneurship. Activities may include skills training, building awareness of job resources, or promoting job creation through information on entrepreneurship or business development. Proposals to create for-profit businesses or directly employ workers are not eligible for AEIF funding.

Building Civic Participation, Good Governance, and Resilient Communities

Projects support and promote active citizen participation, observation of the governmental/political process, promotion of good governance best practices, freedom of expression and the press, media literacy, volunteerism in community service projects; or help communities build resilience to natural disasters, violent conflict or extremism. Projects that support or oppose partisan political activity are not eligible for AEIF funding.

Advancing Science, Technology, Health, and Innovation

Projects promote awareness of or provide training in science, technology, health, or innovation, such as access to clean water, public health, food security, recycling programs, or use of innovative technology for job preparation. Proposals to provide direct social services (i.e. medicine) to a population are not eligible for AEIF funding.

Promoting Inclusion and Educational Opportunity

Projects promote opportunity for education, particularly for under-represented or marginalized groups. Projects may also include mentorship programs in Science, Technology, Engineering, the Arts, and Mathematics (STEAM), or English language.

Empowering Women and Girls

Projects enhance or support empowerment of women and girls in civil society, the economy, government, education, and sports.

What is the challenge or need that your project will address?

What innovative methods will you use?

- **Describe the specific need or challenge that your team will address with this project. (150 word limit)**

In 3-5 sentences, explain what your project is about and why it is important for you to carry it out. What change will your project affect?

- **Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative. Include quantitative information where possible. (150 word limit)**

Concretely explain what your project is and how many people it will reach. For example, are you carrying out an awareness campaign, training, mentoring program, etc.? *How is this project innovative?* Winning AEIF projects demonstrate innovation by tackling a new issue, using a unique approach, working with a different group of people, or performing the project in a different location than other projects.

- **How will the project impact your community? What impact or changes (in people, institutions, attitudes, practices) will you see? (300 word limit)**

Indicate what benefit people or organizations will gain from your project both during its implementation and after it has been completed. Include quantitative information where possible.

Who will be involved?

- **Beneficiaries: Describe the groups or communities your project targets. How many people will directly benefit from your project? (200 word limit)**

Describe your target audience(s). Will your project work with a certain age group? For example, will you primarily work with youth? Or experienced professionals? In which career fields do they work? Will your project focus on a certain gender? If your project will benefit several types of audiences, please briefly describe each one and how many people in each group you will reach.

- **Local partners: List your project partners and explain their specific responsibilities. Please note if you have an existing relationship with the partner organization(s) and describe their role in the project. If you do not have an existing relationship, how do you anticipate establishing a partnership with the organization(s)? (500 word limit)**

Projects often cannot be implemented alone; partners and volunteers are often required. Moreover, projects that have strong buy-in or support from others in the community tend to be more successful. In this section, provide information about the other partners involved in your project and describe how they will contribute. Will you work with a community center, a university, or a private business? Will you hold events at an American Space? Will an expert offer their services? Will an organization donate space or resources for your activities?

**Alumni team: You must have no fewer than three alumni team members
(this number includes the team leader).**

Please indicate the roles and responsibilities of the team leader and all team members. What experience or knowledge does the alumnus/a have to fulfill the assigned role? Which activities will they manage?

If you are the team leader (or the person submitting the project on the aeif.fluidreview.com site), your name, citizenship, and exchange program will automatically be filled out using the single sign-on function. To identify your team members, you must complete the following information about each member in the form: first name, last name, e-mail address, exchange program, and country of citizenship.

Note: You can add up to 10 additional alumni team members, but only three are required for your project to be eligible. If you have non-alumni working on your project, you can enter those people in the “Partners” section.

How and when will you implement your project?

- **Implementation Plan and Timeline: How will you actually make this happen? Outline the proposed steps for implementation, including the timeframe for each major activity. List proposed dates (month, quarter, etc.) for each major activity. Include quantitative information about participants and activities. Include the specific responsibilities of the alumni team. (750 word limit)**

Explain how you will actually make your project happen. Be specific! Describe the specific actions/activities the alumni team will take and indicate who will do them.

Outline all major proposed steps to implement the project. Any quantitative information about participants and activities should also be included. Please include a timeframe for major activities, **for example:**

Week 1 – 3: Strategy meeting with entire alumni team. Creation of social media page, logo and advertisement for project (media outreach and technical coordinators).

Week 4: First awareness campaign activity with 200 attendees. Alumni team will facilitate the awareness campaign (project implementers).

Week 5 – 10: Second advertisement for project (media coordinator). Team promotes event via social media, identifies speakers, secures venue, and arranges logistics (finance coordinator, administrator, and implementer). Alumni and guests facilitate the second awareness training for 350 people (implementers).

Week 10 – 12: Project evaluation via survey to participants (advisor). Alumni team will analyze survey results, draft, and submit final project report and financial report (financial coordinator, team leader).

- **Communication Plan: How will you promote your project? Include social media, websites, print news, or other forms of media you intend to use to share information about your project to beneficiaries and the public. (500 word limit)**

Explain how your team will promote your project both to the public and beneficiaries. Include social media, websites, print news, or other forms of media you will use to share information about your project. Will you write a report describing the impact of your project? If so, with whom or with which organizations will you share it? How will you recruit people as beneficiaries or partners?

- **Evaluation: How will you evaluate the success/impact of the project? Explain any tools or methods you will utilize to measure results (i.e. surveys, interviews, focus groups, meetings, analytics, metrics, etc.) (350 word limit)**

Explain how your team will know if the project was successful or had an impact. Include any tools or methods you will utilize to measure results such as surveys, interviews, focus groups, meetings, analytics, metrics, etc. What is your baseline? Briefly explain how these results might be shared and with whom.

- **Sustainability: How do you plan to ensure that the impact of the project continues beyond the initial year of funding? (350 word limit)**

AEIF funds can only take your project so far. If implementation is successful, how will your project continue to make an impact on the community? How do you plan to continue this project beyond this initial funding year?

Please list any website or social media platform or account for your project in the fields below: (Optional)

In this section you may provide any related social media platforms you will use for your project.

Website

Facebook:

Twitter:

Instagram:

YouTube:

Other:

Total Funding Requested

Alumni can request from **\$5,000 to \$25,000** in support of their project.

Note: For more help with the **budget form and budget justification**, please refer to the Guide to the Budget and Budget Justification on the [AEIF Help Desk](#).